



MONTANA FOREST PRODUCT MARKETING & EXHIBITOR ASSISTANCE PROGRAM GUIDELINES

ABOUT THE PROGRAM:

The intent of the Montana Forest Product Marketing & Exhibitor Assistance Program is to assist Montana forest product businesses in marketing and promoting their products to new and existing domestic and international markets. This is accomplished in part by providing financial assistance to businesses to develop and enhance marketing materials and media, and to exhibit at conferences or events to showcase their Montana forest products.

This assistance comes in the form of 50% reimbursement of qualified and approved expenses for:

1. Activity 1: marketing materials and media, and/or
2. Activity 2: conference/event exhibition up to a maximum of \$2,000.

BACKGROUND:

These grants are offered as part of a multi-faceted Montana Wood Promotion Campaign aimed to:

1. educate, inspire and facilitate the use of Montana wood in construction,
2. increase awareness of the environmental and economic benefits of buying Montana wood, and
3. make Montana wood products easier to identify and source.

As the Montana wood products promotion campaign succeeds, potential customers will be looking for Montana wood products, and it is imperative that Montana wood products are well positioned in the market. For Montana wood products businesses, creating or enhancing websites and showcasing wood products at conferences/events targeting customers will be valuable in marketing Montana wood products.

The Montana Wood Promotion Campaign is administered by the Montana Department of Natural Resources and Conservation, in collaboration with the Montana Department of Commerce, University of Montana, Montana World Trade Center, and Montana wood manufacturers. The Montana Department of Commerce and Department of Natural Resources and Conservation have partnered in this grant program to provide business assistance to

Montana's forest products sector. Funds for this program are provided through the 2015 Wood Innovations Grant from the USDA Forest Service.

ELIGIBILITY REQUIREMENTS

1. Private-sector, Montana based company manufacturing or selling a Montana forest product or adding value to a forest product in Montana.
2. Company must be registered with the Montana Secretary of State. (To find out if you're registered, [click here](#). For help with registering, [click here](#).)
3. Grant application provided adequate proof that the marketing materials/media or event is an appropriate fit for the company.
4. The Montana Department of Commerce and Department of Natural Resources and Conservation will make the final decision as to a company's eligibility for this program.

ELIGIBLE EXPENSES

Activity 1: Marketing

This grant may be used to provide a 50/50 cost-share reimbursement of the expenses incurred for developing marketing materials and media. This may include, but is not limited to, website development or updating; and design, production and printing of marketing materials, brochures and handouts.

Activity 2: Exhibitor Assistance

This grant may be used to provide a 50/50 cost-share reimbursement of the expenses incurred for exhibiting at domestic and international events. This may include, but is not limited to, exhibitor booth/table fees, booth equipment, developing and purchasing exhibit/promotional materials (graphics, banners, signs, literature holders/racks), shipping, and event advertising.

Exhibition events may include, but are not limited to conferences/trade shows of the following associations and/or target audiences: Architecture Institute of America, Montana Building Industry Association, Joint Engineers Conference, Montana Contractor's Association, and home and garden shows.

Transportation, meals, lodging and payroll expenses are not eligible for reimbursement.

APPLICATION & REVIEW PROCESS

A review panel, consisting of Department of Commerce and Department of Natural Resources and Conservation staff will review applications and notify applicants of approval status within 14 days.

If applying for Activity 2: Exhibitor Assistance, applications must be submitted at least **45 days prior to the first day of the event** and written or electronic approval from the Montana Department of Commerce MUST BE received before attending the show. **No applications will be considered after an event has occurred.**

International Activities

Applications for international activities may be eligible for the Montana Department of Commerce's Montana International Marketing Assistance Program (MIMAP) grant.

- [International Trade Show Exhibition](#) – up to \$8,000 reimbursement + up to \$1,200 travel stipend (this can be for international or [for a limited list of domestic trade shows](#))
- [Language Translation Services & Production Fees](#) - up to \$3,000 reimbursement
- [Market Research and Other Services from the U.S. Commercial Service](#) – up to \$1,200 reimbursement + up to \$1,200 travel stipend

Applicants must choose between the Montana Forest Product Marketing & Exhibitor Assistance Program and the MIMAP grant (i.e. Applicants may not apply for both grants for the same activity). Department of Commerce staff can help Applicant to determine appropriate programs for application (see Contact information below).

AWARD LIMITATIONS

This program is based on a 50% reimbursement of eligible expenses incurred. Funds are not disbursed until actual receipts are submitted after costs are incurred and paid.

A company may receive 1 award per State of Montana fiscal year (July 1- June 30). The total individual award is limited to 50% of the actual eligible expenditures not to exceed a base amount \$2,000 per company. The minimum amount is \$300.

The business shall function independently in performing the exhibition activity and shall assume sole responsibility of any debts or liabilities that may be incurred in regard to the applied for trade show. The award cannot be assigned.

REIMBURSEMENT REQUIREMENTS

To receive reimbursement, the Reimbursement Request and Survey form must be completed in its entirety (with all receipts attached) and submitted to the Department of Commerce within 45 days of the last day of the trade show.

Funds will only be distributed once you have completed and returned the following forms and documentation to DOC:

1. Reimbursement Request Form & Survey with original ink signature
2. Documentation of reimbursable costs incurred and paid
3. W-9

A 50:50 non-federal to federal match is required for these funds, which are provided through the 2015 Wood Innovations Grant award to Montana Department of Natural Resources and Conservation from the USDA Forest Service. The funds are available to reimburse your costs on a 50:50 cost-match basis, meaning you are eligible for reimbursement of \$1 for each \$2 you expend, with a maximum reimbursement of \$2,000.

DOWNLOAD THE APPLICATION FORM

Click on the links below to download the application form:

- [Microsoft Word version](#): download, type the information in, save and email
- [Adobe PDF version](#): download, hand-write the information in, mail/fax/email

FOR MORE INFORMATION CONTACT:

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